

For the first project had to do some research first on what brand is and what the difference is between branding and marketing. so I did some research and got more information on what the differences are and the key difference.

What I have learned:

Doing research on your target audience is important. Also Knowing the difference between branding and marketing

How it went:

I think it went well Also I learned more about branding and marketing. I got information on the 6 key difference between branding and marketing.

6key difference between branding and marketing



- Branding is the what and why, marketing is the how.
- Branding is long term; marketing is short term.
- Branding is Macro, marketing is micro.
- Branding is trajectory (long term), marketing is tactics(actions).
- Branding builds loyalty (how the costumer feels), marketing generates action (anything that going to create immediate results).
- Branding defines value (deep emotional meaning), Marketing monetizes value(turning the value to money).

Branding is not a logo= is a symbol of a product.

A brand is a result it's a customer gut feeling about a product business or company.

It's in their heads and in their hearts. A brand is your reputation.

Brand is a promise.

Branding: If your brand is a combination of your beliefs, values and personality — combined with your audiences' perceptions and experiences of you — then branding is simply the act of managing those perceptions and experiences — in a consistent manner.

Branding is architecting and managing the meaning and experience of the brand with intention.

Marketing

Marketing outlines the specific activities of how where and when a brand will promote its product and services to its customer targets in the marketplace.